
From: Noah Musler [REDACTED]
[REDACTED]
To: Matt Booty
Sent: 3/26/2021 12:24:56 AM
Subject: Re: Bethesda titles on Nvidia GeForce Now

I wanted to make sure that you knew and were not blindsided. Clearly you are well in front of this.

When I told him that I didn't think it was likely I did defer to the higher pay grades. Sounds like it is being handled.

Fantastic. 🎉

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From: Matt Booty [REDACTED]
Sent: Thursday, March 25, 2021 5:14:04 PM
To: Noah Musler [REDACTED]
Subject: RE: Bethesda titles on Nvidia GeForce Now

I am on another thread today with Sarah and CELA and the direction to Boosteroid is that regardless and separate to us doing any kind of Azure deal with them, we are NOT putting our first party IP on competing streaming or subscription services. Point him at me or have him talk to Sarah about it if he needs a more firm "no effing way".

From: Noah Musler [REDACTED]
Sent: Thursday, March 25, 2021 4:14 PM
To: Matt Booty [REDACTED]
Subject: RE: Bethesda titles on Nvidia GeForce Now

James Gwertzman just told me about some European company called Boosteroid that has our first party games available to their subscribers. [Boosteroid - Dive into the world of cloud gaming](#).

Their approach seems to be exactly the same as NVIDIA's (they offer customers access to virtual PCs so that customers can access their owned libraries via Steam/EGS/GoG etc).

The reason why James brought this up is because he's talking them about using Azure to run their service. So, yes you guessed it, he wants us to clear Boosteroid to allow their subscribers access to our first party library.

I told him that we JUST told NVIDIA that they couldn't do this exact thing because we do not want our library accessible via someone else's subscription.

From: Matt Booty [REDACTED]
Sent: Thursday, March 25, 2021 1:00 PM
To: Noah Musler [REDACTED]
Subject: RE: Bethesda titles on Nvidia GeForce Now

Just got OK from Phil and Jamie Leder.
Give Nvidia 60 days notice to take them down.

From: Noah Musler [REDACTED]

Sent: Thursday, March 25, 2021 12:57 PM
To: Matt Booty [REDACTED]
Subject: RE: Bethesda titles on Nvidia GeForce Now

Was there a response to this thread RE the two Bethesda titles?

FWIW, I briefly mentioned to Percy that NVIDIA was inquiring after Game Pass inclusion and he was interested. Curious to know if anyone bites on that.

From: Matt Booty [REDACTED]
Sent: Wednesday, March 24, 2021 3:40 PM
To: Noah Musler [REDACTED]
Subject: FW: Bethesda titles on Nvidia GeForce Now

From: Matt Booty
Sent: Wednesday, March 24, 2021 3:38 PM
To: Phil Spencer [REDACTED]; Jamie Leder [REDACTED]
Cc: Liz Hamren [REDACTED]; Kareem Choudhry [REDACTED]
Subject: RE: Bethesda titles on Nvidia GeForce Now

Sorry, somehow sent before I even typed anything. Also adding Liz and Kareem.

See note from Noah below.

We have pulled all XGS titles from GeForce now so as to not compete with xCloud. I would recommend that in the absence of any other plans, that we do the same for Bethesda titles.

Request: Let me know if you agree with my reco or what you'd like us to do.

Also see the notes about Nvidia wanting to partner with GamePass.

Thx

- Matt

From: Noah Musler [REDACTED]
Sent: Thursday, March 18, 2021 11:33 AM
To: Jill Braff [REDACTED]; Matt Booty [REDACTED]
Cc: Heather Cooper (SHE/HER) [REDACTED]; Mary McGuane (SHE/HER) [REDACTED]
Subject: Bethesda & GeForce Now

Hey Jill, Matt

I had an update call with a couple folks from NVIDIA's GeForce Now team this morning.

We covered a lot of ground in regard to an update on their service and their desire to work with Microsoft/Xbox more closely, but one immediately pressing (for them) topic came up – which isn't in my purview.

Bethesda has two games on GeForce Now. Wolfenstein Young Blood and Quake 2 RTX (a mod demo that enables raytracing and other graphics features). Both titles have been on the service for a "long" time and were put on the service in partnership with the Bethesda teams responsible for the games (Machine Games and iD respectively). Neither game has a lot of usage on GeForce Now; they didn't provide numbers for Quake 2 RTX as usage is pretty sparse, but Wolfenstein Young Blood has had about 40k-50k users over the last year (out of 1B devices connected to ~8M accounts with ~1M MAU currently).

Ideally the folks at NVIDIA would like to keep the status quo and leave things as they are. However, if we do want to remove the games from their service then they are asking as partners of MSFT to be allowed at least 2 months to handle the takedown so they can handle coms to their costumers properly. FWIW They did also express willingness to manage the games inclusion in their service differently than they presently do in order to keep them live. They suggested that they could keep the games accessible to existing owners, but hide from any new users. They are willing to not include the games in any marketing for GeForce Now to reduce visibility. They are open to ideas from us.

Given the limited integration nature of Bethesda's business with our own this may already be a non-issue, but NVIDIA would rather ask and work with us proactively than receive another cease and desist order and have to do an immediate take down.

Please advise as to how you'd like me to respond.

Rock on,

Noah

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